

Year 11 Business Component 3

Learning Programme 3

The LORIC skill focus for his LP is: RESILIENCE	Literacy: <ul style="list-style-type: none"> • Capital letters must be used at the start of sentences and for the first letter of proper nouns • Full stops must be used at the end of a sentence • Question marks must be used at the end of a question • Apostrophes should only be used for possession or omission • Days of the week and months must be spelled correctly • Key words must be spelled correctly
The Moral Virtues focus for this LP are: RESPECT and JUSTICE	
Respect - treat others how you would wish to be treated yourself. Justice - our College rules are fair and reasonable.	
What will I be learning about in this Learning Programme? All the subject knowledge to pass the external exam in May 25 Where have I seen this learning before? When I completed the business plan in Component 2 in LP2. What could I use it for? To pass the Component 3 exam in May 24.	

In LP3.1, I will know:	06/01/25 - (WK 2)	Key Vocabulary	Homework
the different types of demographics; how and understand geographical segmentation; how and understand psychographic segmentation; how and understand behavioural segmentation.		demographics	Exam question on market segmentation.

In LP3.2, I will know:	13/01/25 - (WK 1)	Key Vocabulary	Homework
how and understand Business to Business markets; how and understand Business to Customer markets; how and understand mass and niche markets.		Mass and niche markets	Exam question on markets.

In LP3.3, I will know:	20/01/25 - (WK 2)	Key Vocabulary	Homework
how and understand the 4Ps of marketing; Pricing and place strategies; Price and promotion strategies.		4Ps of marketing	Exam question the 4Ps of marketing.

In LP3.4, I will know:	27/01/25 - (WK 1)	Key Vocabulary	Homework
how to create a product life cycle; Above and below the line marketing; Factors that influence promotion- trust, reputation and loyalty. Extended Task.		Product life cycle	Exam question on ATL & BTL marketing.

In LP3.5, I will know:	03/02/25 - (WK 2)	Key Vocabulary	Homework
the flow of financial documents; the different type of payment methods; revenue and costs in business;		Financial documents	Exam question on the flow of financial documents.

In LP3.6, I will know:	10/02/25 - (WK 1)	Key Vocabulary	Homework
how to define turnover and profit; how to define assets and liabilities; how to complete a balance sheet.		Assets and liabilities	Exam question on Balance sheets.

LP3 RLW, I will:	24/02/25 - (WK 2)		
review my learning, recalling and applying key knowledge, and focus on closing any gaps in my knowledge.		Turnover and profit	Exam question on Profit and Loss

In LP3.7, I will know:	03/03/25 - (WK 1)	Key Vocabulary	Homework
stakeholders in a business; how to calculate profitability and liquidity; how use profitability and liquidity ratios. Extended Task.		Stakeholders	Exam question on ratios

Resources to support learning:			
https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise.html			

FFET Award Challenge for this Learning Programme:			
Create a revision card on Method and Medium.			

